

SYSTEM FOR LINKING INFORMATION IN A GLOBAL COMPUTER NETWORK

Abstract of the Disclosure

5 A system that flexibly, retrieves, processes and distributes data across a global
computer network is disclosed. Within the system, a first party identifier is captured
and converted into a Linkage Key, such as a United States Postal Service Delivery point
code (11-digit zip code). The Linkage Key is then used to retrieve Linkage Key indexed
data from various network nodes that house components of a virtual Linkage Key
10 indexed database. The retrieved information associated with the first party identifier is
then distributed by the system to one or more network nodes to provide benefits to the
first party and other network nodes.

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